



MINUTES | MAIN STREET ADVISORY BOARD

Council Conf. Room – Floor 2 | 385 S. Goliad | Tuesday, July 22, 2025 | 5:00 P.M. – 6:30 P.M.

Board members present: G. English, J. Standifer, G. Lyons, C. Fogg, J. Bietendorf

Absent: S. Fuqua, H. Alberti

Staff: Bethany Browning, Main Street Manager

Guests: Councilmember Mark Moeller

1. CALL MEETING TO ORDER

Meeting called to order at 5:04 P.M.

2. OPEN FORUM

There were no members present to speak at open forum, therefore forum was closed at 5:04 P.M.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the June 17, 2025 meeting minutes, Chairman English.

C. Fogg made a motion to approve the minutes with no changes and J. Standifer seconded the motion. There was no further discussion. The minutes passed unanimously 5-0.

B. Hear updates on Transformation Strategy Objectives, Chairman English.

Main Street Manager provided a copy of the work plans with known updates. Committee members stated they had no additions to the work plan since the April meeting. There was no further discussion by the board.

C. Hear updates on Q3 events, Main Street Manager, Bethany Browning.

Q2 Activity Report submitted to Texas Historical Commission: highlights include:

- 140 businesses in the district
- 5 businesses closed – Sussey, Heavenly Hands, Curiosity, Mills Merc.
- 5 businesses opened – Wilson Benefits, Wickland’s Confections, Dallas McNeal Photography, MargotMiss, Hillis Counseling
- 92 volunteer hours
- 62k reinvested
- 2M property sold

Updates: Farmers Market going through September – good attendance – 50 vendors

- San Jacinto Music going through October – good attendance
- No events planned for July, August, September
- Church: Sanctuary should be cleared by August 1, Walk-thru with Preservation Architect in August
- Cain Park Wall: Reconstruction has begun and should wrap up mid-August
- Rusk Street @ Fannin: Road repaved, new sidewalk installed on north and south sides of street from Church to daycare and from Pier 101 to Redeemer Church.

D. Discuss MSAB and DRA joint meeting and take any necessary action, Main Street Manager.

As both the Downtown Rockwall Association (DRA) and the Main Street Advisory Board (MSAB) continue to focus on the success and vitality of Downtown Rockwall, the DRA is proposing the option of holding joint meetings (date and time to be determined) in order to align efforts and ensure both groups are working toward shared goals. J. Standifer addressed the board representing DRA. He stated the idea was shared with the DRA members at their last meeting, July 10, and members were interested. J. Standifer also shared the DRA would become more goal focused and inclusive, with community events organized and coordinated by City staff and special promotions events organized and coordinated by DRA. MSAB members stated the joint meeting could take place during the regularly scheduled August 19 meeting. Location TBD. The meeting would follow a SWOT style format. Meeting information will be shared with DRA at their August 6 meeting.

4. ADJOURN

G. Lyons made a motion to adjourn the meeting at 6:20 P.M., C. Fogg seconded the motion, passing 5-0. Minutes prepared by Bethany Browning, MS Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, AUGUST 19, 2025. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.